

CEO ROUNDTABLE GROUP COLLABORATION HELPS COMPANY INCREASE SALES

ABOUT HOLMES CUSTOM. Employing 80 and headquartered in Jacksonville, FL with a branch in Boston, Holmes Stamp & Sign manufactures customized products ranging from rubber stamps to name tags, which are the key products, and also works in the e-commerce field in regards to these products. The company does not identify key markets, as the strategy is to remain as diversified as possible.

THE CHALLENGE. Bryan Croft, CEO, saw value in GrowFL's CEO Roundtable program and has participated for 10 years. He enjoys the networking, sharing and giving back aspects of the CEO Roundtable. He sought it out to learn other executives' approaches to challenges and give back to the community by sharing his own. When faced with the challenges that Amazon poses to the e-commerce side of his business, Bryan turned to the CEO Roundtable group for guidance.

MEP CENTER'S ROLE. As part of GrowFL's work to support manufacturers through FloridaMakes, GrowFL's CEO Roundtables provided Bryan with the advice he needed in order to compete in the changing e-commerce world. By discussing the issues that all of the CEOs in the group face with the prevalence of Amazon, Bryan was able to maneuver his business through this constantly changing market.

"The specific tool I used was the GrowFL CEO Roundtable peer group. Plenty of people have lots of education and experience but no one knows everything, so go to a CEO Roundtable with an open mind and surround yourself with other smart people. This group is like a board of directors for our company, and they are a great resource to bounce ideas off of and from which to learn."

-Bryan Croft, President & CEO

RESULTS



15 new/retained jobs



Sales increased **47%**

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